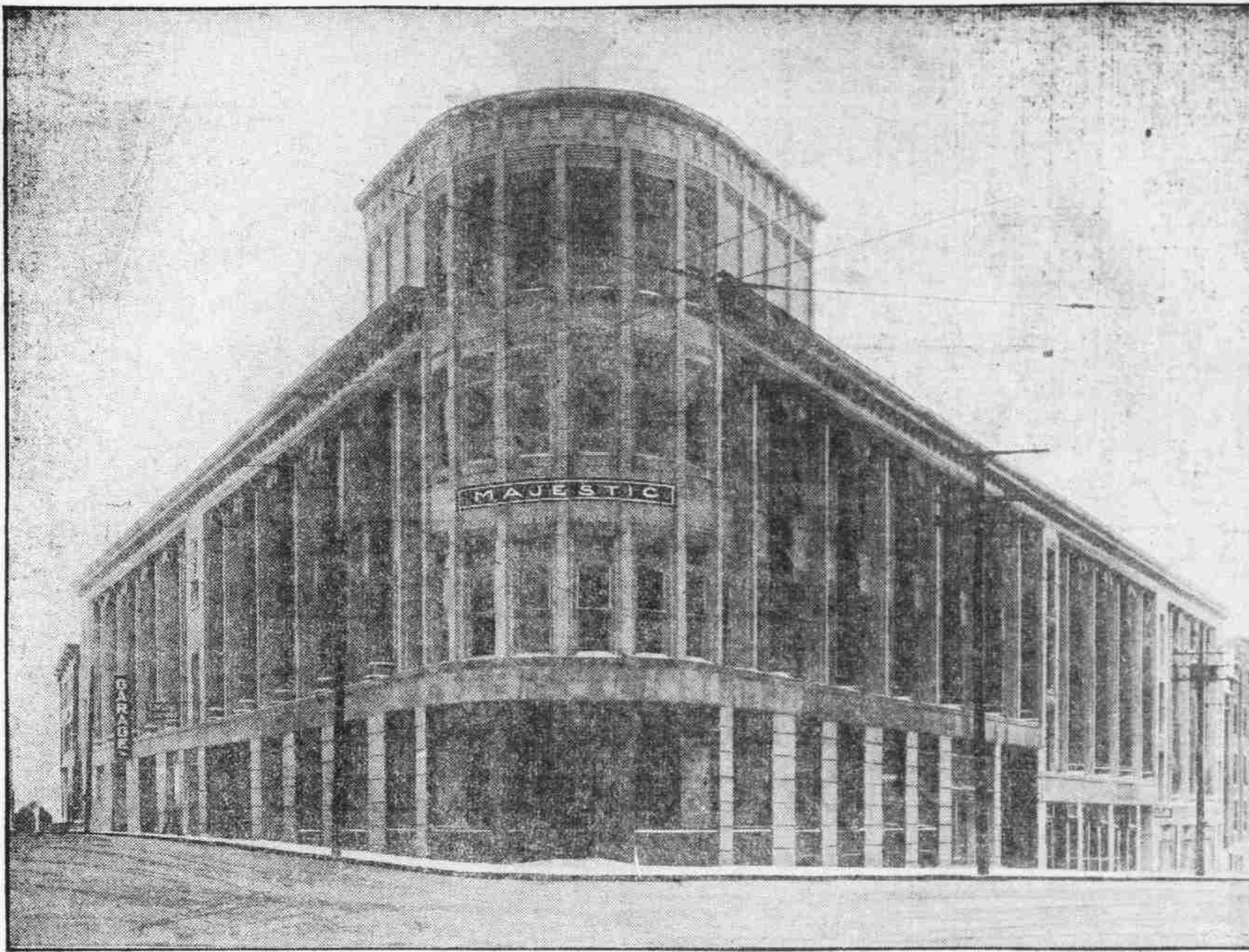


Everything In Readiness for Norwich's First Automobile Show



MAJESTIC BUILDING WHERE AUTOMOBILE SHOW WILL BE HELD MARCH 11TH TO 18TH INCLUSIVE

ATTRACTIVE DISPLAY OF 1916 CARS

Exhibit About Which the Interest of All Auto Owners and Want-to-be Owners Will Center for the Next Week—
Opens Saturday in the Majestic—Dealers Enthusiastic Over the Event.

The number of those who are interested in automobiles in one way or another in Eastern Connecticut runs well up into the tens of thousands and every one of these is bound to find something interesting in the first automobile show ever held in this part of Connecticut, which opens in the Majestic building on Shetucket street Saturday and continues through the following week.

Those who are in charge of the event which marks a new era hereabouts, Thomas Hevan and S. J. Bottomley, have put in some long and strenuous hours working out the details and getting the exhibition hall into shape, but it will be ready with its walls done in green with white trimmings, electric lights liberally strung about the room and with palms and potted plants effectively placed to set off the assembly of new machines and make an attractive picture.

If you are an owner of a motor car,

the submarine, the big guns of Germany or all the other weapons of war, go to the Majestic, meet the demonstrators, inspect the exhibits and get acquainted with the strides that are steadily being made in the manufacture of automobiles.

For For All Business.

It was only a little while ago that there were people who had the future of the motor car industry all nicely plotted out; as standards of construction and types became established one after another cars were to become more and more alike, until eventually there would be a completely standardized car for each of several particular needs, and the industry would undergo consolidation and elimination and settle down into a rut of turning out machines as alike as nails, except that there would be two or three sizes to suit varying requirements as to carrying capacity. And it looked for a time as though there was something in the idea.

But those who worked out this plan did not reckon upon two important factors—the force of unrestrained competition and the wonderful demand of the public for cars. If the motor car industry were dominated and controlled so that the adoption of improvements could be regulated in orderly fashion to suit the convenience and the interest of the dominant power, the standardized car might have a chance. But the manufacture of motor cars has no such control. It is a free-for-all business into which anybody with sufficient courage and capital may enter; even patents are for the most part not of a vital character. Therefore its only master is the motoring public, and the main idea of the engineer and the designer is to build a car that the public will buy and keep on buying.

A Year of Changes.

This is the condition which always has existed since motor cars began to be built in marketable quantities, and there are no signs of change. Throughout its history the industry's wonderful progress has been characterized by a series of upheavals. Innovation or discovery and improvement has been followed by a rush to incorporate it in the designs of cars; there has followed a period of comparative stagnation, when the manufacturers seemed to be approaching agreement and then another bound forward in a different direction. The year 1916 happens to be one of those in which the process of change is in full flight, and therefore the industry comes to the Norwich show with a variety of products that it is difficult to reconcile with any idea of a standardized motor car.

Built After Accepted Principles.

And yet it must not be thought for an instant that the value of standardization is not recognized, and that it has been cast aside, for in reality every car in the show is built with definite regard to universally accepted principles. The metals, for instance—the steel, aluminum, iron, copper and platinum—are selected by carefully conducted tests and must meet established standards of strength, toughness and other qualities, depending upon the particular work they have to do. The tires are chosen in exact relation to the weight they have to carry. The engine itself is built with more minutes reference to the weight it must carry than is a bridge spring, the brakes, even the nuts and bolts are fixed as to their size and strength by rules which have been drafted from the results of countless experiments and years of experience that have determined the standards in these things. Upon this foundation of fundamental facts, however, the engineers have built superstructures that are as different as they well can be. Price is not a determining factor of structural features, for in the same price class are found radically different conceptions of best practice, nor is the size of the car, or power, or speed. The only unanimity

that exists in the production of a car that as a whole is as nearly perfect, in the relation of one part to another, as is possible, is a car that in power, flexibility, comfort, economy, appearance and all around efficiency meets the requirements of the largest number of buyers. The show opens Saturday noon.

MANY ARE INTERESTED IN THE ACCESSORIES.

Self Starters, Locking Devices and Convertible Bodies Among New Things.

While many people go to the automobile show each season for the purpose of buying new cars, there are thousands of visitors who have no intention of ordering a new machine during the coming season. They go to see the new accessories and attachments, either on the cars or in the necessary exhibits.

A great many people who do not care to go to the expense of purchasing a new model are, nevertheless, anxious to keep their present car up to date and as attractive as possible. If the car has any particular faults, the owner knows what these faults are, and perhaps is in search of a remedy at the show.

Other owners who have cars of the crank type go to the show in search of a self-starter that will be adaptable to their particular motor, and can be fitted without undue mechanical alteration or too great expense. When one considers that electric self-starters, adaptable to old cars, sell at a price of \$20 and upward, it is not at all surprising that so many people nowadays are anxious to have their old cars modernized in this respect, simply because of the physical exertion and annoyance that the electric self-starter eliminates.

Many Improvements in Gasoline Tanks.

Numerous improvements in gasoline tank construction will be noted in the array at the armory, likewise the method of feeding the gasoline to the carburetor, and the new, even flow under all conditions, regardless of the amount of fuel in the tank. Radical improvements have been made upon the old pressure system. A number of cars of the inclined type will be seen this season, with heaters installed as standard equipment, the majority of these devices using exhaust gases through a radiator in the floor of the car, while at least one concern will exhibit an electric heater for limousines, using electricity from the lighting and generating system.

As many numerous manufacturers are featuring convertible bodies, some of the newer body makers will exhibit examples of this new idea. Certainly it is desirable to have a chassis which one can use either as a closed or an open vehicle by simply sliding the closed body off or on. For driving in snow, an auxiliary shield will be exhibited, which projects forward and is readily attachable to any windshield, and yet permits clear vision ahead for the driver, even during hard snowstorms. Another apparently simple device, yet one which smokers will welcome, is the cigar holder which one attaches to his cigar while motoring, to prevent the wind from extinguishing it. It would not be surprising to see Barney Oldfield carry one on his inevitable cigar in races next season.

Pocket Electric Lamps.

Some of the most useful new accessories to be seen at the show are in reality the simplest. Take, for example, the man who has encountered some trouble with his motor at night when alone on the road. A pocket

electric lamp or a trouble-finding globe attached by wire to a socket may serve their purpose, but one which is perhaps easier to handle is a tiny battery and bulb attached to an elastic band, which fits about the forehead and is used after the fashion of the miner's lamp. Numerous improvements will be noted in non-glaring head lamps, while another improvement is a bright rear light, which may be switched on to illuminate the road in back of the car when it is found necessary to reverse in turning about in dark places. Manufacturers of many novelties not essentially built for automobiles, are adapting these for use in motor vehicles. For example, a portable kitchenette, containing not only knives, forks, spoons, plates, cups and saucers, but a stove and teapot as well, will be shown; likewise portable hat boxes for trunk rails, capable of holding several hats; compact camp cooking outfits, and even a "hammock" for the baby—a canvas device to be suspended between the robe rail of the rear seat and the sides at the back of the front seat—will interest mothers. This device enables the baby to sleep peacefully without unpleasant jar or vibration.

STUDEBAKER HAS MORE ROOM IN TONNEAU. Motor Equipment Has Made Big Hit Throughout Country.

C. S. Peckham will have on exhibition two Studebaker cars, four and six-cylinder, which are considered the sensation of the season for price and added features. The four has the same forty horse-power motor that made it the power car of last season and it has the same seven seat capacity as last year with perfect lines of grace and luxury of finish, full equipment and high quality throughout.

The gas tank has been moved to the rear of the car, thus gaining much room for the driver. The company has adopted the design of one of Europe's most expensive cars for front seats—divided them—made them adjustable so that they can be moved to fit the passenger's desires.

More room has been gained in the tonneau and longer springs of extra resilience for the upholstery, and of course the same high grade, hand-buffed, semi-gloss leather. The instruments on the dash have been rearranged, making them more convenient and lighted by a new indirect system of illumination. The fenders are deeper and richer and the windshield has been redesigned.

The six-cylinder car with a 3-5-1 inch bore by 5-inch stroke, fifty horse-power motor, swept the country last year and proved to be the value of the year. The current year has the same powerful motor and has the same seven passenger capacity for the same price in spite of the greatly increased cost of raw materials.

This car also has added features such as gasoline tank removed to the rear, adjustable front seats, new overlapping windshield, new arrangements of instruments on the dash with indirect lighting system, deeper fenders which makes it a car with good proportions.

The cars exhibited by Mr. Peckham are conspicuous for the fact that they maintain the Studebaker quality while they possess added refinement. New refinements add greater roominess and comfort, along with other conveniences. The basic design of the cars show no radical changes while the mechanical principles have proven successful are retained intact.

BUICK STIRRED NATION. Car Made Record Travel from Boston to San Francisco.

The cars that have stirred the nation and has triumphed in the severest of all motor car tests, namely, the test of popularity of the Buick being exhibited by Peter Coccarelli of the Imperial garage, who will have 2 cars for inspection models D-6-55 and D-6-45. In the seven passenger, six-cylinder, valve-in-head touring car every Buick engineering and manufacturing principle is carried to the utmost. It has actual horsepower rating of 55, but on the test track the matchless motor of this model has done 75 time and again.

This is the third season for the largest of Buick models, and in that time it has established itself as the ideal motor car for those who want seven passenger capacity. One of these cars recently traveled from Boston to San Francisco and back—a total of upwards of sixteen thousand miles—on an average of eighteen miles to the gallon of gasoline. This record is far and beyond any accomplishment for cars of this size, and in this day of high fuel prices it is a record that means something to the motorist. There are scores of motor cars the size of the Buick which will not do better than ten or twelve miles to the gallon. The makers of some of these cars actually boast of this twelve-miles-to-the-gallon mileage, hoping apparently, that motor car buyers will not hear about the wonderful performance of this Buick.

In finish and appointments the Buick

is equal to the most costly cars. The finish is durable, and is based on what is perhaps the largest and most complete enameling plant in the whole motor car industry.

Equipped with the most powerful motor built, beautiful in its design and finish, strong and durable as only Buick building methods can make a motor car, this model D-6-55 of the Buick appeals instantly to those who want the utmost in motoring.

Never did a motor car receive such a welcome as has been accorded this newest Buick. Never before did a motor car inspire such an insistent demand as the D-6-55. From the first days that this car was put on the market orders have arrived in such volume that the factory is swamped. Everywhere the car is measuring up to all expectations it aroused. Thousands are delighted with its power. Others tell of their astonishment at its performance under adverse conditions. Artists have admired its exquisite beauty. From an engineering standpoint it is a masterpiece. Some of the famous engineers and technical men in the country have pronounced it the most advanced achievement in motor car engineering yet developed. It is powerful beyond the most exacting need; with a power that is velvety smooth and vibrationless. It negotiates the steepest hills with an ease that is truly astonishing. It plows through sand without the slightest effort and on smooth roads it is very poetry of motion.

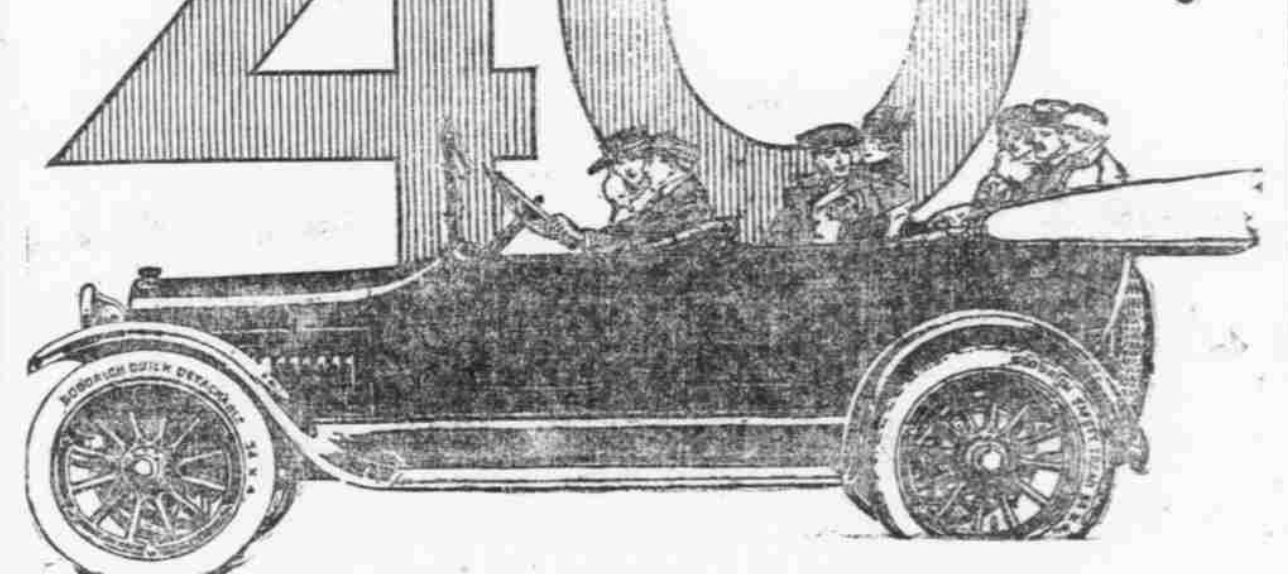
The Buick, in all truth, has stirred the imagination of the motor-buying public in a manner never before equaled. It has set a new high level of motor car achievement.

American Cars Lead in Norway. If cars could be shipped c. i. f. Christiania, a considerably increased number could be sold in this Norway market. As things stand, says the commercial press, the one obstacle in the way of more rapid development of the field being the demand of manufacturers that payment be made in the United States at time of shipment. The four-cylinder cars have enjoyed the greatest popularity, but the eight-cylinder is gaining favor gradually. The cheapest price and excellent construction American cars have brought them to a position ahead of German makes which formerly dominated the Norwegian market. All classes of American cars are represented in the field.

For more than a year the American automobile has had a practical monopoly of the market in the Canary Islands. Within six months a line of trucks for heavy hauling, the like of which had never before been seen in the islands, has been introduced there. Without a mile of steam railway operation and with vast quantities of bananas, tomatoes and potatoes being hauled daily from the plantations to the ports, the archipelago undoubtedly offers an exceptional opportunity to American motor trucks. A fleet which will assist in their further production there is the fact that the people believe in American automobile machinery.

South Norwalk.—Tuesday the wedding of Miss Alice May Butter daughter of Mr. and Mrs. Alonzo Butter, and William Percy Sellward took place here.

-the ONLY car at its price with 40 h.p.



WE ARE READY TO SHOW YOU The Series "17" Studebaker Cars

The name of the Elm Auto Company is back of these statements. We challenge any dealer or manufacturer to produce a car that will prove a single one of these statements untrue. We invite every prospective buyer of motor cars in Norwich to inspect these cars before he spends his money, to ride in them, and to try their power on any hill in or around Norwich. We invite anyone to show us any car that will perform in any manner superior to these cars. These are sweeping statements, but we make them, knowing that what we say is the absolute truth.

That is why we have selected The Studebaker cars as the car which we shall sell exclusively, as long as Studebaker cares to entrust us with the marketing of these truly wonderful cars. This is our Announcement, and it is your invitation to come in and see the Studebaker cars, and prove their merit, in comparison with any other car on the market, at any price.

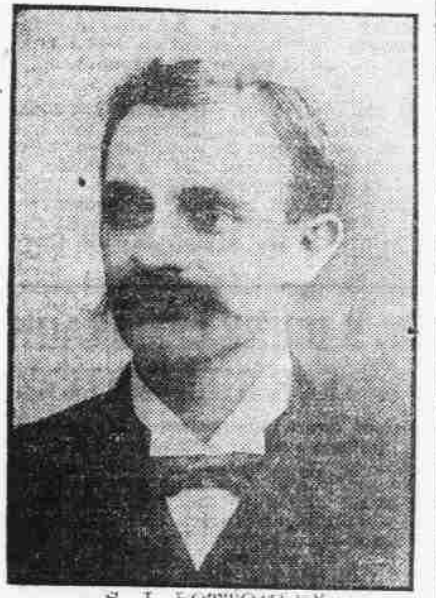
50 Horse Power Six	40 Horse Power Four
\$1025	\$825
With Roadster Body— With Seven-Passenger Body \$1050—F. O. B. Detroit	With Roadster Body—with Seven-Passenger Body \$845—F. O. B. Detroit
More Power—Never before in America, or even in Europe or anywhere in the world, has a car of this power been offered under \$1450.	Power—increased to full 40 Horse Power.
Higher Quality—Never before has a car of this quality been offered under \$1450.	Larger Motor—bore increased 3 1/2 inches—stroke 5 inches.
Greater Comfort—Never before has a car of this capacity, comfort and luxury been offered under \$1450.	More Room—body increased in size to seat seven adult passengers in comfort.
Better Finish—Never before has a car of this grade of finish and upholstery been offered under \$1450.	More Size—wheel base increased to 112 inches.
Lower Price—Never before has the price of a car been so greatly reduced, and at the same time the quality so greatly increased.	Higher Quality—whatever material has been changed, better material has been used.
SIX-Fifty Models—Three-Passenger Roadster \$1025—Seven-Passenger Touring Car \$1050—Three-Passenger Landau \$1350—Four-Passenger Coupe \$1600—Seven-Passenger Limousine \$2500—F. O. B. Detroit.	FOUR-Forty Models—Three-Passenger Roadster \$825—Seven-Passenger Touring Car \$845—Three-Passenger Landau \$1145.
	Commercial Cars—Panel Body Delivery Car \$875—Express Body Delivery Car \$880—Station and Baggage Car \$875—F. O. B. Detroit.

C. S. PECKHAM

DEALER IN

Studebaker Cars

62 Shetucket St. Tel. 1137-3



S. J. BOTTOMLEY, Manager of Auto Show

or if you intend to be an owner of a motor car, or if you only hope some day to be numbered among the fortunate ones that can travel where they please without consulting a time-table, then you will find something of interest at the show.

Something New.

It would not be right, nor fair, nor just to pick out this or that car and state that it will be the feature of the show. It is sufficient to say that machines of all types and sizes and colors will be on exhibition. Something new, either great or small, will be found in nearly all of the models. The makers of automobiles are great believers in surprises, and as a rule, they always have something new to spring at every show. It can be said, however, that there will be several makes of new cars at the show which will warrant a careful survey.

While many think that an automobile show is only a commercial proposition, often it is a gathering of friends all with a kindred hobby. Let two people meet with the same bee in their bonnets and both are happy. That is the reason why so many people are apt to go each evening to such a show. They know they will find something of interest, someone interesting with whom to talk and an interesting topic upon which to argue. And if you are one of those poor, misguided people who do not believe that the automobile is one of the greatest inventions of man and that it is of more benefit to the world than